

Real Stories of Young Entrepreneurs in Wisconsin

Name: Jake Shovan

School & Grade: 11th grade at Elkhart Lake – Glenbeulah High School

Business Name: Spinners Rickshaw

What inspired you to start your business? Tell us about your inspiration, your idea and how it became a reality.

Two years ago I was talking with some friends about things that our town could use. I had seen rickshaws in New York and thought about how cool it would be to have one in Elkhart Lake. Then the beginning of this summer I got a rickshaw and started to give rides on the weekends and the business took off from there.

Describe your product / service, purpose / goals, features / benefits, unique selling point.

I saw an opportunity to satisfy a need for people who visit Elkhart Lake to have transportation available to them if they chose not to walk. I started with one rickshaw and the need was so great that I needed to add a second one into my fleet. My new slogan for my business is “Instead of using your feet, sit on my seat.”

Tell us about yourself and how you make your business succeed.

I drove around on my rickshaw looking for business. When I dropped customers off I asked them to put my number in their phone. I asked them if they thought they would need my services in the future. If they did I got their number so I knew who they were when they called. Weather can be an issue, so I had to get an all-weather canopy for over the rickshaw.

What are your future goals and vision for your business? How do you propose to develop your business?

My short-term goal is to expand my business to three rickshaws by the end of the summer. I would like to continue my business through college to help pay for my schooling. At that point I will see where my business is and determine what I want to do.